

ABSTRACT OF THE DISCLOSURE

A display device for mounting to the front edge of a store shelf provides a sealed environment for display of an object. Preferably, the object is in a constructed craft item which may be assembled from a kit which is offered for sale and is located on the store shelf adjacent the display device. The displayed object serves as a promotional vehicle for the kit. The display device includes a bracket for mounting the display device to the shelf and a product display case mounted to the bracket. The product display case includes a shelf construction upon which the constructed object can be displayed and a protective dome surrounding the shelf construction. The shelf construction may have a friction fit with the protective dome and can include a forward wall adapted to support the object to be displayed.